



Noah Kagan on Building Million-Dollar Ventures with Zero Experience

Dave [00:00:32]:

All right, folks, welcome to Investing for Beginners podcast. Today we have a super exciting show. We have Noah Kagan. Here he is, the chief sumo@appsumo.com. Whereas I love this line where we help entrepreneurs kick more ass. So I thought that's kind of fun. So, for those three or four people out there who are not familiar with Noah, he started off as a cubicle monkey at Intel, and he was employee number 30 at Facebook and employee number four at Mint. So we'll talk to Noah today about a lot of stuff, including his upcoming book, which will be released tomorrow, the Million Dollar Weekend.

Dave [00:01:10]:

So, Noah, thank you very much for joining us today. We are super excited to talk to you about your book and everything else you have going on. So welcome.

Noah [00:01:18]:

Thanks for having me, guys. Good to see you.

Dave [00:01:20]:

Yeah, you, too. Welcome. All right, so maybe you could talk to us a little bit about what's it like to start a company, because I know that's, like, a really short question answer, but you've obviously been knee deep in starting companies. What's.

Noah [00:01:41]:

The question for you to start? Yeah, let's just start. What's the meaning of life, Dave? I'm like, okay, I got it. Let's do that in a second. Follow up episode. You know, I think what there's a huge misconception of starting businesses is that you have to go to Harvard or you have to watch a lot of courses, or you have to take a lot

of time, or you need a lot of money. And that's just what I have found not to be true. And what's really interesting for beginners, especially, is that it's literally the best investment you can ever make. Name another investment where you can make unlimited money.

Noah [00:02:13]:

If there was, I never would have started companies. I would have just done that. I would have opened McDonald's franchises. But the thing about it, like, Stock Market, 10% a year, Nice. Real estate, which sucks. I lose a lot of money in real estate. I'm very good at losing in real estate. Wow.

Noah [00:02:30]:

You put up a Bunch of Capital, maybe you buy a House after decades, and then you get \$500 a month, and then your people complain, which is what happens all the time. Okay, business. Let's just take AppSumo as an example, I put in \$50 in 2010 to put a PayPal Button on a website and see if people had a problem that I could solve for them, and they were excited to pay me, which is Software Deals. That's what Appsumo.com is, Software deals for entrepreneurs. Put it on a website posted on Reddit, 200 sales within a week made. What was that? It was like \$12 is my first sale. So it made a few hundred bucks. And the reality is that business yesterday, give or take, we did about \$248,000 in sales in one day, BootStrapped.

Noah [00:03:18]:

No investors, no Funding, no Silicon Valley Story. But for everyone out there, it is actually available for them to do that exact same thing. It's just now, what's the process, and how do they start a business? So your question originally was like, how do you start a business? Yeah. So the broad thing, and if you break it down into a few different things, really, it's find a Problem people are excited to pay you for. That's a business in the simplest of its essence. It could be a content business, like what you're doing with the show. It could be a lawn care Business. It could be a service business where you come over and you clean people's plants.

Noah [00:03:54]:

I don't know, or plant their gardens. It could be a Software business where I've made a lot of money. There's just so many cool ways to get Rich and live an amazing life. And I think entrepreneurship is in starting businesses. Frankly, whether you want to have a job or not, it is the best way to learn about yourself and build your confidence and just create an amazing life.

Andrew [00:04:14]:

Maybe you could take us back to that day. I love that story. How did you get past the idea that you don't have to be credentialed and experienced to find some success as a beginner? How can people think that way?

Noah [00:04:34]:

I'll give everyone permission today. Everybody out there. You got permission. Uncle Noah gives you permission. You got the certificate. You can start today. Granted. Go.

Noah [00:04:45]:

Get out there, man. That's what I've noticed from a lot of people. I always wanted to be rich. When I was a little kid, I remember, just like, I want this money. And I think there's this belief that it's not like you can't get it or there's like some secret codes or some secret gurus that are holding it. It's just not true. But what happens, Andrew, is most people never make a million because they never make a dollar. That's the reality.

Noah [00:05:09]:

And so what I've noticed for people to have success in entrepreneurship, it's skills that we can practice. Just like learning the language. There's a language of making money, but you don't just learn it. Day one, it's just like anything we learn, you practice it. And so what? Everyone can practice to get better at these things. And going back to my original with this, you have to practice starting getting one dollars today, helping someone today, putting yourself out there, maybe a little today, but you have to start it today because I started 14 years ago, and yes, now I'm making. Last year, I made \$3 million cash, which is insane, right? That's like banker money. But I at least like my job, and I can live in Spain half the year, and I don't have to work tons of hours or I work as many hours as I want.

Noah [00:05:48]:

So I'd say that's kind of a core thing people can do in the beginning is what can you do right now? Don't worry about the how. So one of the phrases that have been life changing for people is now not how, what you do today. What do you do today right now, on your phone, on your Facebook page, on a Whatsapp group, in your dms, what can you do right now? And I think people be surprised when they start, huh? I'm really excited about this problem that I have in my life, and we can go for business ideas and how to come up with that stuff, but that's number one. And number two that I've noticed, people are not asking for what they want, so they're just getting what they get. And that's really what the essence of business is. It's the essence, actually, of life. And it's a skill, again, that you can practice. So how do you ask for a customer? How do you ask for a raise? How do you ask to come on a show? How do you ask for a guest? How do you ask for a husband? And the coffee challenge is what I recommend to everyone, is where you ask for a discount when you buy coffee.

Noah [00:06:44]:

10%. And I hope you get rejected. I hope you get rejected. People are always like, oh, he wants discounts. I do love good prices. I still do. But I want you to get rejected. And you asked.

Noah [00:06:55]:

You realize it's not so scary. You realize you have confidence, and you realize there's a lot more you can do. So you were asking me, like, Andrew, going back to those days, I think for me, it always felt risky to have a day job and live a life I didn't want to live and I didn't know how, especially in the beginning, early on, I didn't know how people figured out their careers. I thought they bought them on etsy. And there was, like, something where it's like, you got. And I missed out. I always was like, how did these people know except me? What's wrong with me? And the reality is that most people are just accepting careers that are given to them. They're not really thinking, hey, is this really how I want to spend my day? And by the way, people like being a CPA.

Noah [00:07:37]:

Great, let's embrace that. Hey, people like being a physical therapist. Amazing what you want to do. And so it took me time to really get to that point of finding that I liked being an entrepreneur. I didn't want to have one person controlling my livelihood. I've been fired twice, and that was thank God for Mark Zuckerberg firing me and then Aaron Patzer firing me, because then it led me to a place where, like, I didn't want one person controlling my. So if. Even if you have a day job, I would start a business so that you have that option, so that no one's controlling your livelihood and felt risky not to at least do a business.

Noah [00:08:09]:

And I only started these businesses. Be very clear. While I had day jobs, they were my investors. They were my Silicon Valley funders. But you know who the best investors are? You know who your best investor is? Your customer. Your customer, exactly. Let your customers be your investors. And there's a lot of ways that you can get this stuff going really quickly.

Noah [00:08:28]:

So for Appsumo, I was really obsessed with the problem. So all businesses are problems, and everything that's your own problem is a business. Isn't that kind of fun? Like, you can literally make your whole day the way you want, just solving a problem that you didn't want to, either you avoided or you like working on. Guess what? All these things that frustrate you are opportunities in disguise. And I was very excited over

years to solve the problem of how do you get customers for software creators? And so, yeah, I'm going a lot on it because I think there's a lot of meat on the bone around starting a business, that there's a lot of misconceptions. Like, it's got to be, I got to have funding or I need a founder, I don't have ideas, or I have too many ideas, or I need to use AI. And I'm like, you don't need any of that. You need you today.

Noah [00:09:09]:

Asking a person and that one person changes you change their life, you change your life, and then you do that over again and again. To be clear, that's why the book is called million dollar weekend. It means you will start a business that can be a million dollar business, but it may not work that weekend. So when I started this problem of how to get customers for software creators, I've interviewed a lot of billionaires on my show. And one of the ways you become a billionaire, which is not my interest, but the way you can get rich is how are you seeing something that is not obvious at the time? That becomes obvious. That's an easy way to get rich, but then it's not so obvious is the problem. So you have to be curious. And I was always curious about marketing.

Noah [00:09:50]:

I was curious about software. And I saw you can go on Google Trends or chat GBT or any of these types of things that show you trends. And you could see trends and try to see trends as they're starting because when everyone knows about it, then you're paying market prices, you're getting market opportunities, so there's no advantages. So I started softwaretaco.com. Don't go to the website. It was a software reviews business to get customers for software creators. Then I started reward level. Don't go to the website.

Noah [00:10:17]:

It was the same thing. How do I get customers? I can't even explain the business, which is kind of a thing I've really noticed, is that the best businesses are easy to explain. We think it has to be complicated. It's like, that's not true. That's what they're selling you. And then the third thing that I tried was appsumo. I said, oh, let me just copy Mack heist. And you can get a lot of innovation looking outside your own industries.

Noah [00:10:38]:

Like, I'm having a book launch party tomorrow. And I copied. My girlfriend and I were looking up baby shower. That's, and it was like, there's a lot of good ideas from baby showers that you can use at your own book launch party. So we're having a baby book launch of my book for a million dollar weekend. My little baby.

Andrew [00:10:56]:

Where's the registry?

Noah [00:10:57]:

Can you registry is@milliondollarweeken.com you can grab a copy for yourself. Change your own life in a weekend, which is amazing. So yeah, you asked. Kind of come back to the origins and stories. A lot of it is just a rep, it's a skill. It's like, hey, I'm going to do it once, I'm going to do it twice. And again, realizing you're not going to be great in the first time. But if you start as a beginner, whenever I started \$12, 2010 stayed with it, which is also another thing people don't talk about.

Noah [00:11:25]:

And fast forward, yeah, now I'm making all this money. But then I got excited about the problem. I found something people were excited to pay for. I didn't have to convince them. And then, yes, part of my success is that software went from there was ten software products in 2010 to there's like 100,000 software products today. So that non obvious thing that I was excited about turned into a tidal wave that I had a nice piece of. So I would have succeeded either way, I would say, and I've had that once. But I chose Facebook.

Noah [00:11:53]:

Social networks was pretty good. Chose personal finance with Mint, chose Facebook games, chose Facebook platforms, chose SaaS software, chose content creation, YouTube, million subs. So I'm like pretty good choosing this stuff. But again, I'm also doing a lot of things that aren't working in these stuff, but you're not seeing that. I think that's kind of part of tried, tried. Eventually it works and you stick with this stuff.

Andrew [00:12:14]:

Do you have a long term mindset searching for safe compounders? So am I. And I'm investing my entire life savings with the picks from valuespotlight.com. I think that's super interesting and something we try to talk on the show a lot. Dave has a great phrase, water dripping on a stone eventually makes an impression. And so I think in the investing world, that is kind of very intuitive because you can see the dollars growing in your account. But with entrepreneurship, maybe not as much because you don't necessarily see every step. So how can people take that mentality to success and failure in entrepreneurship?

Noah [00:12:56]:

That's a great. Dave, my froze here in Texas, which is know we have people. I didn't even know where Texas was when I was growing up. And you have to drip your water. You have to drip it so it doesn't freeze.

Dave [00:13:14]:

Oh, yeah, I'm from Minnesota, so that's.

Noah [00:13:16]:

Where the phrase came from. Dude, when it's below 70, it's cold for me.

Dave [00:13:20]:

Yeah.

Noah [00:13:23]:

And we dripped a bucket. You have to drip your faucet, drip, drip, drip. And just one small drip. And the next morning the bucket was overflowing. And so I loved your analogy as well, Dave. I got to see it firsthand. Now, what I've noticed with some of this stuff, there's kind of a few different components. One, I think with investing, there's active income and there's passive income.

Noah [00:13:46]:

And I think people talk about the passive, and they don't talk about the active enough. So I became a multimillionaire on crypto because I have passive income. Meaning in 2015, I bought an illegal NFL stream. So I know you guys want me to say drugs, but it was an NFL stream, and so I had to buy bitcoin in 2015. And then I was like, oh, this is cool. I get it. And so from 2015 on, I put \$500 a month buying bitcoin. That's it.

Noah [00:14:11]:

Fast forward today. It's, like, worth two and a half million, \$2,000,500 a month. Right. I didn't take a big risk. I was never really risky. My dad lost all his money, so I never wanted to lose it. Same thing with my passive. This is all the passive income, so same thing with my stock market and how I process equities.

Noah [00:14:27]:

It's like the same thing. \$10,000 a month just goes in on autopilot. And there's a ton of material around this stuff. But what I think people are missing, then, is this active part of it. The active part is where. How do I create a dial that I can increase the amount of money I actually am able to generate? Especially if you had a day job, which I've had them. I understand that you have a very fixed income. A lot of the wealthiest people aren't w two people.

Noah [00:14:52]:

Think about that. Create your own llc. Right. There's a lot of great tax incentives. A lot. It's amazing. The country wants you to be an entrepreneur. Now, in terms of this active income, which is entrepreneurship, what most people get backwards, this is the thing I've really noticed, and I think, to your point, Dave, is they find something that doesn't work, and then they try to drip on it for a long time.

Noah [00:15:16]:

I'm like, let's do the opposite. Find something very quickly, within a weekend and 48 hours, that's something people really want, because, again, I'm telling you, you might find it right away. And there will be someone who makes a million in the first weekend. I don't know if that'll be the case for a little bit, but you have to find something people are excited to pay you for. And I can give you a lot of examples. Then you drip on it for a long time. So I've talked about in the book, and I've done it myself, I call law of 100, which is if you're doing something active, that you find something people want. Maybe it's content, maybe it's lawn care.

Noah [00:15:46]:

Maybe it's a service or software you're building. How do you stick with it for at least 100 days? How do you do 100 content posts? And I think that's just a really nice framework not to quit too soon, because we've all, everyone out here, whether you're beginning or whether you're a medium or advanced, you quit something you wish you would have stuck with. And so give yourself the time to quit. At least now you can pause, you can observe the situation. You said, hey, I stuck with it. I gave it my full effort. Do I want to continue or do I want to move off? Now, in terms of these, how do I find things really quickly? Let me just give you different examples so people can understand that creating active income is easy and it's a skill any of us can do. So I posted online, I said, hey, let me give me business ideas, and I'll go do them to be clear, the best way, and that we walk it through very in detail, a million dollar weekend.

Noah [00:16:36]:

Best ideas are pre sold. And what you realize is, no, I don't want to pre sell something that doesn't exist. And I'm like, well, when you bought your hotel ticket or your Airbnb ticket, or your Amazon purchase or your flight purchase, or your Uber eats order, did it exist before it came to your door? Yeah, of course it did. How did you know that? How do you know it existed? I don't. But everything is presold. Elon Musk sold a billion dollars of model threes, and it didn't come out for ten years. Same thing for cybertruck. Over a billion dollars, six years.

Noah [00:17:08]:

So you can presell. And the beauty of preselling is you learn right away, and then you eventually will find something people really want. And when people gave me these business ideas, they said, do lawn care? So I walked around my neighborhood as a multimillionaire, knocking on doors, trying to sell lawn care. To be clear, I don't even have a lawn mower. I don't have a lawn mower. You know, the last time I mowed my lawn, I think when I was ten years old and I got in trouble because I didn't do a good job, my mom's like, you're never doing this again. But home ownership is lawn care. People know what I'm talking about.

Noah [00:17:45]:

You understand? Anywho, I go knock on doors, everyone rejects me. These are neighbors who know me, which is great, and how you can think of starting businesses. We can talk about ideas, maybe later, but who's in your zone of influence that you can already talk to. So many people want to post online and get rich. And yes, that can happen, but why not make it easy? And then also think about what skills do you have or what skills do you like that maybe you've been paid for in the past or things that people have acknowledged of you. So, yes, I walked around my zone of influence for neighbors who know me. They all said no. I was like, well, that sucks, but great.

Noah [00:18:16]:

I learned. I didn't go buy a lawn mower, but let me just walk that through. If I went out and every neighbor is like, oh, my God, you're doing bikini lawn mowing. Like, that's my niche. Let's just say you don't want to see me in a bikini, by the way, or even swim trunk, I guess Speedo lawn mowing. If everyone wanted it, I would have pre sold it, got the money, gone to Home Depot, rented a lawnmower, or hired someone on Craigslist or Facebook marketplace or friends to go mow these lawns. That's it. There's a lot more details.

Noah [00:18:47]:

Like, you have to make sure you're in a million dollar market and all the other things. Now, I went home and I was kind of like, damn, that was uncomfortable and part of success in life. It's not always being uncomfortable, but it's facing the thing that we're afraid of. Facing the thing that it's not necessarily just afraid, because that sounds so ominous. It's facing the thing that's hard and realizing it's not as scary as I think it is. And then when I do it, I'm really proud of myself. So I came home a little discouraged, show. I was like, okay, this is part of the process.

Noah [00:19:13]:

That's why the book starts with frequently made excuses, because I know what people are going to go through because I've done it and I'm still doing it. I'm running a business, an \$80 million a year business that

started in a weekend for \$50. My first sale was \$12. So again, let's find something people are excited to pay us for. And then I was like, oh, you know what I hate? So you can go on your credit card bill right now and look at your credit card bill. And I looked at it a few days ago, and I saw that I went clay shooting. I was like, oh, that's kind of cool. Or, my girlfriend's pregnant.

Noah [00:19:44]:

So I bought some maternity clothes for her. I want her to look good in her little belly. And I also noticed there's, like, docusign paid \$20 a month or \$25 a month. I think it was like 1000 for appsumo. And then I was like, holy shit, I hate docusign. I hate the software. I hate even paying subscriptions in general. That's why I have appsumo.com, because there's no subscriptions.

Noah [00:20:07]:

You buy software, pay once, get it forever. So I was like, oh, that's a really interesting thing. I go and do market research, which I walk people through in the book. Turns out DocuSign is an \$11 billion business. Do you guys know that? Yeah. Did you know it's that big? I was like, digital signatures? That's insane. There's a lot of ways of getting rich. I was like, oh, that's fun.

Noah [00:20:30]:

Let me see if I can prove that one. So I go in my Gmail, I search docusign, and I had about 27 people who've sent me a docusign in the past five years, put them in a spreadsheet, and then I just called them one by one, and I said, hey, I use a framework. Listen, option transition. And this is what business is. And yes, there's a lot of stuff, there's a lot of other components that we can walk it through. But again, I try to tell people, do it a weekend, because one, you have a day job, you probably have a husband or wife, you probably have hobbies, you don't have a lot of time. So, yes, we can do complex things. I do a lot of complex things at Appsumo.

Noah [00:21:04]:

You don't need it, especially when you're starting. You need to just find, is this something people are excited about? I contact these people, I listen to them, to their problems. I present a solution, which is an option, and then I transition them to Venmo, PayPal, crypto stripe, however I can get their money. And again, you shouldn't be convincing people. And when we talked about some of the skills to work in entrepreneurship, it's about starting and it's about asking. And because I practice, practice, I practice it a lot. Then when I'm doing it here and people are talking to me, I'm like, oh, yeah, I practice this silly thing with coffee now. And as I'm talking to people, it's pretty fun.

Noah [00:21:37]:

And I think when you realize that businesses are helping others and you're not taking from others, I'm asking, hey, do you like docuSign? They're like, oh, my God, I hate it. What do you hate about it? Oh, well, actually I have an alternative. It's going to come out in a bit, probably 30 days. Would you like to put a deposit down? Fully refundable, and by the end of the day, it was \$3,000 of preorders. Now, I didn't post on social media. I didn't post on my email list. I didn't post on LinkedIn. I didn't do a lot of things that everyone else should do because it's easier.

Noah [00:22:08]:

I wanted to make it as hard as possible. And you could say, okay, Noah, that sounds so easy. I'm like, that's the point. Now we're building it. Didn't get a domain, didn't hire a developer, didn't do nothing. Found people want it. Now, in the next 19 days, it'll be live. And I would bet a million dollars that it'll be a million dollar business within twelve months.

Noah [00:22:33]:

Now, people might think, well, Noah, you have been doing this long time. You're experienced, which I am, and doesn't mean anyone else can't do it. That's why I'm showing you it. I do it live. I didn't tell you about it. I went and did it. There's other people. I'll just give a quick story.

Noah [00:22:45]:

So I'll come back to you guys questions. But there's a guy named Jake. Jake, day job, three kids, lives up north. Pretty standard stuff. But he didn't want to live a what if life. So we did the same exact similar process, the million dollar weekend process. Jake has a now golf trip business. His first trip is going to make him \$5,000 profit.

Noah [00:23:03]:

This is something he's waited two years to do. And in 48 hours, he was able to get customers validation and momentum. Same with Mackenzie. She has a business called marymastery.com, \$50,000 a year now. Greeting card business, greeting cards and all these things. I think people don't realize that hobbies are businesses, problems are opportunities. And she was like, yeah, I like greeting cards. And she sent an email to some of her friends, and again, there's more there and more things that people need to understand that I break down.

Noah [00:23:29]:

But she sent an email and people bought fast forward twelve months, 50,000. Fast forward ten years, millions.

Speaker B [00:23:37]:

What's the best way to get started in the market? Download Andrew's ebook for free@stockmarketpdf.com.

Andrew [00:23:47]:

That's so cool. Do you think part of the secret is getting a quick win? You mentioned the word momentum. You think that's a big way of getting people to see progress with the ideas?

Noah [00:24:05]:

Yeah, I don't have a good naming for it, but yeah. What's motivating is winning. Winning is very motivating. How'd you stick with it? Well, I was like, I'm winning, so it's easy to stick with it, but when things get tough, it's very easy to quit when you don't care about the problem. And I've done that a lot where I'm like, I don't care. I built play. Really, I don't play any games besides chess and pinball. I love pinball.

Noah [00:24:28]:

So when the Facebook games, we got sued by a competitor and banned by Facebook, I was great, great. It's not what I want to do. And so, yeah, I do think you need some quick wins. Now, I'm still working on how to explain this to people, but there's a lot of momentum and force in business by getting going. Now, everyone understands it. In investing, you get compounded returns. So what does that mean? You put in the money and then the money does a little more and the money does a little more, and then 1000 years later when you're 70, you can enjoy it. That sucks.

Noah [00:24:58]:

I'd rather enjoy life at 40 than 60. And again, that's available for everyone. I've got to call that out. I think there's this belief that it's like, oh, well, I've got a fault. It's like, no, you don't. Realizing you can start something today, realizing you can practice these skills, realizing there's a system that I've seen work at work for me, I've seen it work for literally tons of other people now. And there's going to be a lot more out there. Recognizing that permission, no certificates needed.

Noah [00:25:25]:

Now, the way I'm thinking about it in business is that there's just so many compounded momentum in business. So I'm calling it compounded time or compounded business. But really, that's how this stuff is

really, really interesting where like with appsumo, I got it going, and then over time, you just kind of stick with it and stick with it and stick with it. And I think there needs to be more acknowledgments and credit given to people who have longevity. So much acknowledgment in our society is for people who do things fast. And I'd love to have more long cuts where people who really have got something that worked and then stuck with it. Like, we also glorify people who stick with losers, which I don't want people to do. We only show the one or two edge cases.

Noah [00:26:06]:

Thomas Edison did a thousand light bulbs. Like, okay, well, maybe there's a faster way he could have done it. Or he probably saw something where he's like, oh, it's working, I'm going to stick with it. And so I do think in business, if you find anything that works, the best business is the one that works. The best business is the one that works. And if you can just stick with that, compound that over time and year after year, think about it this way. Let me give another example with appsuma.com. First year was \$300,000 in revenue.

Noah [00:26:32]:

I paid myself zero. Second year, \$3 million in revenue, I paid myself \$42,000 my year salary. After that, 75,000. Then it was 100,000, then it was 100,000, then it was half a million, then it was a million, then it was 2 million, then it was 3 million. And to really highlight home, yeah, it does take some time. So you have to start right now, especially if you have a day job. And I was starting again. There's so many stories I can tell you about things that did not work and some that did, and that led to the part where finding thing that people really wanted, then sticking with it.

Noah [00:27:05]:

Compounded where you see salary, it's like my salary, this is the crazy part. It would have been higher if I stayed at intel. Really? Most of the years. Yeah. Up until year six, intel salary with like standard inflation and raise pools and things like that would have been the exact same, if not better.

Dave [00:27:22]:

Interesting.

Noah [00:27:23]:

But then year seven, it was exponential. It's like a million compared to, let's say, 150,000. But that's compounding over time. And so, Andrew, to your point, I do think, coming back, I'm going to say it again, is I think people find something that doesn't work and stick with it versus like, okay, try something, try

something, try something. Okay, this is working. I'm getting views. I get three customers in 48 hours. That's the framework I recommend for people.

Noah [00:27:46]:

Get three customer in 48 hours. Because if you can't get it, then it's not going to get easier. It only gets harder. And then stick with that like Jake did, like Mackenzie did, like this guy Pat did, like I did. And it's very available for everyone, no matter what type of thing you're interested in. That's the cool part.

Dave [00:28:04]:

It is one of the things that I like about, well, there's a lot of things, but one of the things that I like is our world. We get these lenses of what people are actually going through. So Instagram is kind of the perfect synopsis of that. You only see the perfect on Instagram. You don't see the fact that I tried these five different businesses and four of them didn't succeed, but the one did. And you don't get a lot of that for people on the other side of that think, hey, I want to do this. But they all think I have to come up with the perfect idea right now. And if I don't, then screwed.

Dave [00:28:47]:

And because that's what you see out in the world, on YouTube, on Instagram, on TikTok, wherever. It's these, like you said, overnight successes. But you don't see the people that do it for a long period of time like you, that you're just freely admitting that, hey, I tried some things that didn't work, and I think that's part of the process, too.

Noah [00:29:06]:

Yeah, it is. There is a process. It took me about ten years to figure it out, and then I put it together in a book that I'm like, literally, you will be a millionaire. You follow the book, you'll be a millionaire. Now, what happens is that people do it for one day. They never start. Or if they do it one day, they get one rejection, they're like, well, this is hard. It's like, okay, yeah, it sometimes could be hard, or maybe you're making it hard now.

Noah [00:29:30]:

Let's have fun with it. What was hard about it? How do you make it more interesting? Who can we talk to that we can help? And I hate to throw shade on him, but he's my brother, so that's what I can do. If anybody I'm allowed to make fun of, it's my brother. He went and got the normal certificate life. And he's a doctor, and he's got a lot of debt, and he has a nine to five. And I think there's a lot of times he's like, man, I'd love to live your life. And I'm like, you know what? You can. It's not exclusive.

Noah [00:29:56]:

We have the same parents. You have the same abilities. Everyone does. Everyone has a same attitude and the same effort. Those are universal for everyone. This is the coolest part of business. The coolest part of business is that it doesn't matter who you are. How cool is that? I'm five nine and a half.

Noah [00:30:15]:

Let's say six foot. On a good day. You have to be tall. Kind of like tall to be in know. To be in some of these sports, you have to be born into it. But in business, you don't have to be born into nothing. You can be in Africa. You can be in India, you can be in Ohio, you can be in Venezuela and create success.

Andrew [00:30:35]:

And the other, do it with questionable math skills, too.

Noah [00:30:38]:

With what?

Andrew [00:30:39]:

Questionable math?

Noah [00:30:41]:

I'm not. I'm pretty good at the math stuff, but there's definitely, like, English. I was in English as a second language. This is a traditionally published book. That's also why I hired an expert to work with me, who's a very amazing writer in person. But, yeah, you don't even need me. Some of this stuff. I met this guy on my YouTube channel.

Noah [00:30:58]:

His name is Larry Janetsky. And Larry, he's got a basement business. I do \$650,000,000 a year. I said, larry, what's your advantage? He's like, we show up on time and. And by the know, I compete with Silicon Valley people, right? I'm competing with elite. Go compete with people that are not elite. Make it easier on yourself. And so, again, coming back on know, it's amazing because everyone can do it.

Noah [00:31:24]:

Like Jake Mackenzie, Pat, this guy Rico. Just so many people I'm seeing. And this book is going to have a lot more people. And I think one thing I wonder is, who is it going to be that listens to this show that's going to decide today who's the one person that's going to do it now, the other part that's even crazier about business. Even crazier. You only need one hit to win. Imagine that. Like in basketball, you need 90% to be a good free throw shooter.

Noah [00:31:52]:

In business, you need one. And so how do you get that one? You swing a lot, and then you find that one. And look, I'll just shout some of them out. Shorty, sms, you guys have never heard of it. Hall drop, never heard of it. Meet fam? Never heard of it. Sumo market? Never heard of. Sleek bio? Never heard of it.

Noah [00:32:09]:

Million dollar email templates? Never heard of it. People are like, wow, man, you've done a lot of things that succeed. It's like, yeah, because I've also done so many that have not. Like tidycal.com. That is something we launched very quickly was not a weekend. I think it was three weeks for that one. And that now does \$3,000 in profit a day. But we tried other ones that didn't work.

Noah [00:32:31]:

And the beauty about rejection or the beauty about these failures is they all are learning opportunities. They all are getting you closer. Like, I used to be so angry in my 20s because I got fired by these companies. My Facebook got fired, and I got fired at mint, and I was so frustrated. But really, those were great blessings that led me to learn how I can be mature. Led me to learn. Okay, do I want to show up at a cubicle? I was looking at my cubicle photos. Thank God.

Noah [00:32:59]:

Thank God. I think for everyone out there. What's the thing you're going to thank yourself for today in the future? And I do think passive income. Great. Turn it on. Don't worry about it. Set it on like, I still have it on. And now I have wealth advisors, and I have complicated tax things and multiple llcs and all this stuff, which I think people can simplify, that evolves over time.

Noah [00:33:19]:

But really, you can start a business today, right? Whether it's a cookie business, whether it's a podcast business, whether it's a service business. Maybe it's a docusign business. And I'm not coding the docusign.

Well, no, I'm not technical. Neither am I. So find the skill you are good at and figure out what you can get done today. And I think people will be surprised what they can do.

Andrew [00:33:42]:

If someone really struggles with rejection, what would you say to them?

Noah [00:33:49]:

Rejection, it sucks for all of us. And if someone's like, I don't feel any rejection, it's like, well, they're insecure. They're insecure, and they're lying to you. I got rejected. There's a guy about million dollar weekend. This is a guy that acquaintances. I said, hey, can I send you a book? He said, no. I was like, okay, cool, thank you.

Noah [00:34:18]:

I said, thank you. I said, rejection is a test if you really want something. And everyone's got a moment in their life where they've been rejected, and then that led them to a better outcome. Everyone can think of a time where they're like, oh, yeah, I didn't get what I wanted, but it actually led me to something better. Now, what I like to think of rejection is how do I practice it in kind of silly, safe ways to realize that this rejection, it's not about they're rejecting me, they're rejecting the idea. But what we've done is we've attached our ego to the idea. So when we do get a rejection, we're like, oh, this sucks. I'm a sucky person.

Noah [00:34:58]:

It's like, no, you're not. They just don't want you to mow their lawn, or, he doesn't want your book. But guess what? There's thousands of other people, millions of other people who want your book, and there's so many people. I think when we started the show, I felt a little emotional, specifically because there's so many people who want us to succeed, even if it's just a few people. But there's people out there that want you to win. And let's focus on that part of it. Not necessarily. Necessarily this one person who may not want it.

Noah [00:35:27]:

And again, go practice rejection. I think there's a lot of rejection therapy and I think extremism, which I don't want to encourage, but do it in fun ways, have enjoy it. And I'll just give you two. And just do these two. Just do the coffee challenge and you get rejected. And then do it again. And then do it again. I literally.

Noah [00:35:44]:

There's a guy key and my buddy Stetson, who became a friend now, they went and did it. And I always ask the same question after people do it. I said, did you learn about the rejection? They realized, one, they were way

more afraid of it than it was, and two, they realized that they're more capable than they expected. But that is practicing asking and rejection. And then when you start doing it on your job for a raise, changing jobs when you're applying, starting a business, getting a wife, asking for a discount on a house, it all starts with just a practicing a skill that you can keep getting better and better at. The other one that I would recommend for people in rejection and getting more comfortable, again, I wouldn't do a lot of them. I wouldn't do a lot of other ones. I would just do these two because these work and people are like, I'm going to go crazy and try rejection therapy.

Noah [00:36:28]:

And I've done super things for being uncomfortable. Like, I was telling someone a while ago, I did naked. It's. And then they make you do partner naked yoga. Oh, boy. That's awkward. Okay. Oh, boy.

Noah [00:36:41]:

You don't need to do that. I wouldn't encourage you to do that. I'll never do that again. You can do these fun ones. I mean, maybe for people out there doing naked. Yo, that. Love it. Mazeltov.

Noah [00:36:50]:

I'm happy for you. And so for me, though, the other one, I've noticed. And I did it, what, two, three days ago? And again, you can keep doing these. They're fun compliments. So you compliment someone and everyone's happy to get a compliment. So I compliment people on their clothing, and these are things that I do, but I also like it because I enjoy it. So I complimented someone on his jacket. I was in a car next to him and I was like, dude, I love your jacket, man.

Noah [00:37:16]:

He's like, thanks so much. I was like, where'd you get it from? And that's what you do. Just ask. And you're not going to get rejected on these things because people are happy to respond to you again, I'm trying to just get you practice asking. Then the coffee, you get a little rejected, and you do it again and again. And then when you go to business, nothing. He's like, oh, I got from goodwill, \$7. I was like, bro, you look good.

Noah [00:37:35]:

So I think the thing, Andrew, to your question is rejection never really goes away, and the anxiety never stops. You just get better. And then over time, as you are doing things that you believe in, I don't find the rejection as bad because I'm like, this feels like a duty to me. Feels like my honor. And I know that sounds like, whoa,

really? I'm like, yeah, like, million dollar weekend. Let's take this book. If people are trying to start a business, I know this works. So I don't feel like you weren't rejected.

Noah [00:38:02]:

It's like, tell me another book you would recommend for someone starting a business. And I would have never written this, but people want. I gladly asked them to read it, and they get it for free at the library. They don't want to spend money, but if they want to spend a few bucks to change their life in 48 hours, there's nothing else like it. And so I think that applies to all business. Find the area that you're like, wow, I love this. My mom's a house. She loves cleaning houses.

Noah [00:38:28]:

She doesn't want to start as a business, but she loves cleaning houses. And I could tell you when she asks someone, and she's like, I love to clean a house. She's excellent at. She's the best in the world. Never seen anyone like it. Maybe a little obsessive. But my point here is that if she would ask someone, I know she would feel confident because she practiced it. And I would say, lastly, for all of us out there, I'd say this is what I learned for myself with millennial wicker, is that we all have courage inside of us.

Noah [00:38:56]:

I know we're talking about investing, dude, just tell me about how to get rich, right? That's what people are thinking. Where's the part about getting rich? This is the stuff. And I know sometimes people want me. Talk about appsumo is an \$80 million year business, or how I'm worth tens of millions of dollars and all stuff, but this is the foundational stuff. This is the stuff that you start and you get with. That's how you can play the big ball, is by doing some of the small ball stuff. So, yeah, courage is being afraid and doing it anyways. And confidence.

Noah [00:39:27]:

Or where I would say this book, what it's taught me is I feel insecure. I felt insecure Friday. I felt insecure last again. No, no. Just tell me how. You're rich. I'm telling you how to get rich. And you build confidence through your courage, through action, through helping another person, through maybe posting something online today, maybe posting on your Facebook page, or maybe texting someone like, hey, I want to do a photo business.

Noah [00:39:51]:

I've always dreamed of being a photographer. Does anyone want free photos? Does anyone want to pay me for some photos? And you do that and you get a no or you get a yes. You realize that you can face these hard things. You realize that that confidence can be built. You realize then ultimately you can leave these crazy, amazing. And that's. That's all through facing some know, the upside of these asks is unlimited. Like, unlimited.

Noah [00:40:15]:

And the moment of the rejection is a second, a fraction of an experience. And I think ultimately, with all this rejection, my best friend Chad, who's also my business partner at Appsumo, said to me once, it was about my ex. He's like, are you getting what you're getting, or are you getting what you want? I was like, damn, you're a good partner. And he's like, to get what you want, though, you have to ask for it, and you have to face these things. And sometimes you're not going to get it. And that's okay. But at least you are going to get eventually what you want, which you will. And that's facing a little bit of rejection.

Dave [00:40:48]:

Yeah. That's so wise. Monish Prabhra, one of my favorite investors, always, I think it kind of applies. He had this phrase, he said, tails, I win. Heads, I don't lose that much. And it's kind of the same idea that you're kind of throwing out there right now. And I think that's so brilliant. And one of the things that I love about what you're trying to do is think about how much better the world will be if more people follow things that make them happy, as opposed to, as you said, stuck in a cubicle, working a job that they hate for now until eternity, and they churn out kids that follow them and do the same thing, and it just becomes this endless cycle.

Dave [00:41:29]:

And so what you're trying to do, and you have a bigger platform to broadcast it. And we can help a little bit, I think is such a huge thing to help mankind become better.

Noah [00:41:42]:

Yeah. I mean, people, here's a crazy example of this. Everyone knows Warren Buffett, and they're like, he's the greatest investor of all times, which is. But, you know, how did he actually get really rich?

Dave [00:41:54]:

Buying companies.

Noah [00:41:55]:

Buying one company, really Geico, and owning that for the last 50 years, that is the foundation of all of his wealth, and that's entrepreneurship, because he owned a business that generated the cash, that generated everything else. And I don't know. I do know, Dave, you're right. And you have great quotes, by the way. I need to have a book of quotes, Dave, I don't know if you have a book coming out, but I would buy it.

Dave [00:42:18]:

No, I don't have one, but do it.

Noah [00:42:21]:

You got great.

Dave [00:42:22]:

Okay, thanks.

Noah [00:42:25]:

It's what I've recognized through putting this book together and through the YouTube channel and appsumo and all these different things is there's a lot of people, including myself in the past, I would say that don't believe that we can actually live these amazing lives. So I would encourage everyone, just think about what would be the most amazing life you could live this year and write it down. Like, what would december 31 end up? And I do this every year. I'm like, oh, man, I could have a kid this year. No way. I could actually make maybe enough to have grocery money. No way. I could live maybe in different places.

Noah [00:42:56]:

No way. And then when you could start believing it, you could start having some vision or dream of it. And I like dreams. Recognizing for me that we can all live outside of the middle class lane if we want. I think it's better to be rich and then go back to poor if you want. Or at least if you're rich, you can choose to stay rich, but at least you can get to that point and make that choice, but recognizing that that power is within us. And again, you have to start today. Oh, no, but I'm busy.

Noah [00:43:24]:

Start right now. Hey, I've got a lunch break. Do it on the toilet right now. Don't worry about the know. I think people think of business like I need a domain and I need a trademark. I need to protect my patent. It's like, no, what you really need is one customer. Let's go find one right now.

Andrew [00:43:40]:

Go out there and get Noah's book. What are you waiting for? Where can people find it? I'm sure it's everywhere. Best place for them to find it. To find you.

Noah [00:43:52]:

I want them to find themselves. I know, but that's what I want. God, it's so crazy because we spend half a million dollars a month on Facebook ads. I run a company, 100 people, \$80 million running software deals. I have a lot of these things. And it's fascinating, though, that a lot of what I talk about, though, is just the individual and not necessarily the tactics. Even though I'm a tactics guy, I'm an action. Like, let's go get a dollar today.

Noah [00:44:17]:

Let's do the dollar challenge. Let's do these other things in the book. And I think what business will teach you is who you can become, who you already are, right? Recognizing that. And also, there's, like, these amazing places of who you can become. So you can get the book anywhere to change your life. Wherever books are sold, mostly Amazon, I'm sure, at million dollar weekend. And then the site milliondollarwin.com has all my social media stuff.

Dave [00:44:39]:

Is there one takeaway from the book that you could share with people to entice them to go buy it?

Noah [00:44:50]:

As you guys were talking, I was thinking about my stepfather and shout out, Norm. I was very blessed that he came into my life when I was very young, and I think I was blessed that he gave me a computer. And he's very good at personal finance. Exceptionally good. But I think that Norm didn't realize that he could start entrepreneurship. He's way smarter than I am. And there's a lot of you asked for. The one last thing is that there's a lot of ordinary people getting rich, just normal people.

Noah [00:45:23]:

And Norm, I think at 60 now, he's enjoying a great life. I think he could have also started that at 20 or 30 or 40. And I want people out there to not wonder what if? For themselves. And it's cool to do investing. I love investing. I'm still investing. I think it's super cool. So invest in yourself.

Noah [00:45:42]:

Do the best investment you can ever do, which is a business.

Andrew [00:45:44]:

Well, I really want to thank Noah for the time today. If there's any proof that a couple of regular dudes could follow the advice and find success, Dave and I would be one of them. I was one of those cubicle people back in the day trying to start a business and using appsumo. Some of the tools on there from Noah really helped the business, and his stuff's always been awesome, and it's just out there to help people become entrepreneurs. So highly recommend his stuff and want to thank him for his time.

Dave [00:46:21]:

Yeah, he was awesome. He and Pat Flyn were instrumental in me really starting my entrepreneur journey and really led me to finding Andrew and kind of the rest is history. So as Andrew said, we are living proof that everything that Noah was talking about today is things that everybody and anybody can do. We're not special and we just have put 1ft in front of the other and just tried. And you learn from mistakes, like Noah said. And so I encourage everybody to go out there and really step off the ledge and try it. You'll be surprised what you can accomplish, and I think you can do more than you think you can. So Noah's book is a great resource.

Dave [00:46:59]:

Noah's a great resource and we greatly appreciate him spending his time with us today. And I know I learned a lot as well.

Noah [00:47:06]:

All right.

Dave [00:47:07]:

Well, Noah, we really appreciate you taking the time to join us today. This was awesome. I know I learned a lot and I'm looking forward to checking out the book myself. Even though we're already doing a business like this, I still think there's going to be lots and lots that we can learn from it as know side note, I appreciate the message that you're trying to put out there. I mentioned that earlier. But I really think that you're doing good work. And this is something that really needs to be put out there for more people to be able to enjoy their lives, because I think it'll make the world a thousand times a better place. So, Noah, thank you very much for everything that you're doing.

Dave [00:47:44]:

Keep it up. Keep doing what you're doing. We love what you're doing. And thank you for joining us. We really, really appreciate you taking time out of your busy schedule to come talk to us. It's awesome.

Noah [00:47:54]:

Thank you. Thank you, guys.

Dave [00:47:55]:

Rock and with that, folks, we will go ahead and wrap up our show for today. I wanted to thank Noah for spending his time with us. We really appreciate it and all our listeners will as well. And with that, we'll go ahead and sign us off. You guys go out there and invest with the margin of safety. Emphasis on the safety. Have a great week and we'll talk to you all next week.

We hope you enjoyed this content. Seven steps to understanding the stock market shows you precisely how to break down the numbers in an engaging and readable way with real-life examples. Get access today@stockmarketpdf.com until next time have a prosperous day. The information contained just for general information and educational purposes. Only it is not intended as a substitute for legal, commercial, and or financial advice from a licensed professional review, our full disclaimer@investingforbeginners.com.